

ATTENDANCE AT CULTURAL ATTRACTIONS DURING
1989

Total attendance at 72 museums, State Monuments, historic sites, zoos, and similar attractions in Hawaii during 1989 was approximately 19,250,000. During the 1988-1989 season, 12 professional, community, college, and military theater groups on Oahu presented 1,545 performances of 382 dramatic or musical productions viewed by 1,154,000 persons. These totals were compiled by the Hawaii State Department of Business, Economic Development & Tourism as part of its annual cultural census, the 21st in a series initiated in 1963.

The attendance at museums and other attractions was the second greatest on record, surpassed only by the 1988 total of 20.66 million and slightly above the 1987 estimate of 19.24 million. The 1988-1989 figure for the performing arts on Oahu was likewise the second highest on record, exceeded only by the 1987-1988 season's 1,249,000.

Oahu accounted for 34 of the State's 72 museums and related facilities, with attendance at such attractions amounting to 13.4 million. The Big Island was second, with 13 attractions and 4.2 million in attendance. Maui ranked third, with an attendance total of 927,000, followed by Kauai (with 666,000) and Molokai (with 18,000).

The leading attraction in the State was again the National Memorial Cemetery of the Pacific atop Punchbowl, which, despite dislocations caused by major renovations, was visited by 6.05 million during 1989. Two facilities at Hawaii Volcanoes National Park ranked second and third, the Jagger Museum (with 2.0 million) and the Kilauea Visitor Center (1.8 million). The U.S.S. Arizona Memorial reported 1,769,000 visits, putting it again in fourth place. Other popular attractions included the Polynesian Cultural Center (850,000), Honolulu Zoo (752,000), Sea Life Park (740,000), and Waimea Falls Park (580,000).

Ballets, concerts, operas, rock shows, and other dramatic and musical productions presented in the facilities of the City and County of Honolulu Department of Auditoriums during the year ended June 30, 1989 numbered 136. The 268 performances of these productions were viewed by 659,000 persons, a total little changed since the preceding year.

The Honolulu Symphony Orchestra's 134 performances were attended by 216,000 listeners. This was the largest count since the 1975-1976 season.

These statistics exclude Federal, State, or County parks in which the chief appeal is scenic or recreational rather than cultural, libraries, the performing arts on the Neighbor Islands, and cultural attractions that are only incidental to other features.

Attendance estimates should be interpreted with considerable caution. They take no account of either length of stay or the

educational, aesthetic, or recreational quality of the individual's experience. Private attractions with admission fees often report lower totals than public facilities open to anyone. Features with convenient restrooms (like Kauai's Russian Fort) do particularly well.

The present survey is the 21st conducted by DBED and its predecessor agencies. The first reported data for 1962 and the second contained 1967 statistics. The most recent compilation was published in June 1989 as Statistical Report 212, "Attendance at Cultural Attractions During 1988."

These statistics were obtained by the Department's Research and Economic Analysis Division, headed by Richard Y.P. Joun, Ph.D., in a mail and telephone survey of the facilities and groups listed in the accompanying tables. The cooperation of these organizations is gratefully acknowledged.

Further details on survey findings appear in the accompanying tables and graphs.

Table 1.
ATTENDANCE AT MUSEUMS AND OTHER CULTURAL
ATTRactions, BY ISLANDS: 1987 TO 1989

Island	Number of attractions reported			Attendance		
	1987	1988	1989	1987	1988	1989
State total	71	76	72	19,241,937	20,663,475	19,250,810
Hawaii	13	13	13	4,315,964	5,489,823	4,224,928
Maui 1/	13	14	14	928,461	988,207	927,470
Lanai	-	-	-	-	-	-
Molokai	2	3	3	13,207	18,709	18,285
Oahu	34	36	34	13,078,879	13,431,445	13,414,372
Kauai	9	10	8	905,426	735,291	665,755
Niihau	-	-	-	-	-	-

1/ Lahaina Restoration Foundation attractions counted separately.
Source: Table 2.

Table 2
ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS: 1987 TO 1989

[Calendar year data unless otherwise specified. Some 1987 and 1988 data
have been revised]

Island and cultural attraction	1987	1988	1989
Oahu:			
Bernice P. Bishop Museum 1/	246,113	362,906	302,127
Contemporary Arts Center 2/	-	5,000	26,048
Damien Museum and Archives	8,814	11,026	1 1,598
Dole Cannery Square	160,000	350,000	363,008
Foster Botanic Garden	59,352	57,532	4,865
Fred Ohrt Museum	5,221	3,334	4,510
Halawa Xeriscape Garden 3/	-	-	4,284
Harold L. Lyon Arboretum 1/	(NA)	11,795	15,371
Hawaii Maritime Center 4/	100,000	1,952	66,500
Hawaii Nature Center	14,681	23,142	32,466
Honolulu Academy of Arts 5/	258,789	230,736	299,219
Honolulu Advertiser Gallery	26,700	27,100	(NA)
Honolulu Zoo	758,485	875,825	752,207
Hoomaluhia Park	55,265	59,323	59,774
Iolani Palace State Monument 1/	76,000	72,000	74,000
Mission Houses Museum	27,035	26,746	29,788
Moanalua Gardens	11,116	10,318	(NA)
Mormon Temple Grounds (Church of Jesus Christ of Latter-Day Saints, Hawaii Temple Visitor's Center)	239,698	232,767	219,818
National Memorial Cemetery of the Pacific	5,343,973	5,623,916	6,049,931
Pacific Submarine Museum 6/	20,000	-	-
Paradise Cove Luau Park	307,603	298,198	264,743
Paradise Park	258,208	215,677	(NA)
Polynesian Cultural Center	1,001,708	881,500	850,185
Puu o Mahuka Heiau State Monument 1/	9,000	7,000	9,000
Queen Emma Summer Palace	18,209	23,793	20,766
Royal Mausoleum State Monument 1/	77,000	74,000	77,000
Sea Life Park	758,978	739,041	740,170
Senator Fong's Plantation and Gardens 7/	-	32,578	55,690
Tropic Lightning Museum	7,000	4,500	5,350
Ulu Po Heiau State Monument 1/	4,000	2,000	2,000
U.S. Army Museum, Ft. DeRussy	91,341	108,123	125,680
U.S.S. Arizona Memorial	1,845,557	1,778,347	1,768,587
Visiting either Memorial or Visitor Center	1,522,635	1,462,395	1,444,639
Aboard non-landing tour boats	322,922	315,952	323,948
U.S.S. Bowfin WWII Submarine Exhibit 8/	206,610	245,742	202,571
University of Hawaii Art Gallery	50,000	50,000	50,000
Wahiawa Botanic Garden	17,369	17,400	13,248

Waikiki Aquarium 9/	332,219	301,232	269,590
Waimea Falls Park	672,835	654,896	580,020
Waipahu Cultural Garden Park	10,000	12,000	14,258
Hawaii:			
Hawaii Tropical Botanical Garden	34,000	33,051	35,466
Greenwell Store Museum	5,100	5,000	5,000
Hulihee Palace	24,635	25,470	27,716
Jagger Museum 10/	1,373,000	1,900,000	2,000,000
Kealahou Bay State Historical Park 1/	57,000	62,000	47,000
Kilauea Visitor Center	1,310,000	1,800,000	1,800,000
Lapakahi State Historical Park 1/	65,000	69,000	77,000
Lyman House Memorial Museum	15,252	16,414	16,847
Panaewa Rainforest Zoo	67,170	69,814	77,133
Parker Ranch Historic Homes 11/	-	(NA)	28,710
Parker Ranch Visitor Center	23,000	28,000	31,000
Volcano Art Center 12/	5,450	52,470	50,750
Wahaula Visitor Center 13/	562,000	1,400,000	(NA)
Wailoa Center	29,807	28,604	28,306
Maui:			
Alexander & Baldwin Sugar Museum 14/	5,406	24,517	28,629
Halekii-Pihana Heiaus State Monument 1/	22,000	38,000	35,000
Hale Waia Wai O Hana	9,938	8,266	8,035
Kula Gardens	18,150	19,750	20,021
Lahaina Restoration Foundation	179,878	174,827	159,320
Baldwin Missionary Home Museum	47,400	46,302	50,969
Brig Carthaginian 15/	78,2785	2,185	21,139
Hale Pa'ahao (Old Lahaina Prison) 16/	-	17,650	25,340
Hale Pa'i Printing House	6,500	6,200	5,400
Kalaupapa Lighthouse Lens Exhibit 17/	11,500	19,910	22,082
Wo Hing Temple Museum	36,2003	2,580	34,390
Maui Historical Society Museum	18,306	17,682	18,495
Maui Tropical Plantation	451,000	455,000	397,458
Maui Zoological & Botanical Gardens	80,000	67,000	70,200
Whalers Village Museum	143,783	183,165	190,312
Kauai:			
Coco Palms Zoo 18/	6,142	6,142	(NA)
Grove Farm Homestead 19/	4,379	4,408	3,627
Hanalei Museum 20/	6,500	6,50	(NA)
Ho'opulapula Haraguchi Rice Mill	-	350	625
Kauai Museum 21/	28,748	29,268	29,756
Kilauea National Wildlife Refuge	418,898	247,698	204,731
Kokee Natural History Museum	83,979	95,213	101,060
Pacific Tropical Botanical Garden	10,500	12,000	16,000
Russian Fort Elizabeth State Historical Park 22/	343,000	331,000	308,000
Waioli Mission House 19/	3,280	2,712	1,956
Molokai:			
Kalaupapa Settlement	8,395	7,900	8,439
Molokai Ranch Wildlife Park 23/	4,812	5,919	5,920
R. W. Meyer Sugar Mill 24/	-	4,890	3,926

NA Not available.

- 1/ Years ended June 30.
- 2/ Opened October 1988.
- 3/ Opened September 30, 1989.
- 4/ Closed for renovation during first 11 months of 1988.
- 5/ Includes Academy Theatre (82,135 in 1987, 56,151 in 1988, and 109,119 in 1989).
- 6/ Closed at end of May 1987. Included with U.S.S. Bowfin beginning July 2, 1988.
- 7/ Opened April 11, 1988.
- 8/ Closed March 2-April 6, 1987 and April 23-June 19, 1987.
- 9/ Includes both adult and child attendance. Closed several months during 1988 for renovation.
- 10/ Opened January 13, 1987.
- 11/ Opened December 1, 1988.
- 12/ Revised data for 1987 and 1988.
- 13/ Destroyed July 1989.
- 14/ Opened July 15, 1987.
- 15/ Closed September 1, 1988 to June 30, 1989 for repairs.
- 16/ Opened in April 1988.
- 17/ Opened April 1987.
- 18/ Closed February 8, 1990
- 19/ Closed 2 months in 1989 for repairs.
- 20/ Closed July 1989.
- 21/ Years ended September 30, 1987 and December 31, 1988 and 1989.
- 22/ Years ended June 30. Attendance estimates reflect heavy use of restrooms by tour bus passengers.
- 23/ Closed part of 1987 for maintenance.
- 24/ Opened to general public December 5, 1988.

Source: Hawaii State Department of Business, Economic Development, and Tourism, mail and telephone survey.

Table 3
PERFORMING ARTS STATISTICAL SUMMARY, FOR OAHU:
1978-1979 TO 1988-1989 SEASONS

Season	Number of groups reporting	Productions	Performances	Attendance
1978-1979	12	219	1,024	766,018
1979-1980	12	183	1,178	723,581
1980-1981	13	254	1,128	830,585
1981-1982	12	500	1,300	804,647
1982-1983	13	502	1,376	936,821
1983-1984	13	695	1,734	1,060,367
1984-1985	12	773	1,809	1,086,930
1985-1986	12	353	1,245	845,328
1986-1987	12	439	1,354	875,063
1987-1988	12	385	1,610	1,248,828
1988-1989	12	382	1,545	1,154,107

Source: DBED mail and telephone surveys.

Table 4
PERFORMING ARTS, FOR OAHU:
1988-1989 SEASON

Name of organization and type of performance	Productions	Performances	Attendance
All reporting groups	382	1,545	1,154,107
Brigham Young University- Hawaii Campus	6	17	5,000
Chaminade University of Honolulu	1	4	260
Hawaii Loa College 1/	1	4	280
Honolulu Community Theatre	8	120	39,645
Honolulu Department of Auditoriums, total	136	268	659,070
Ballets	1	6	12,000
Concerts	79	124	230,718
Operas	3	9	19,181
Rock shows	14	19	122,145
Other dramatic and musical productions	39	110	275,026
Honolulu Theatre for Youth	9	336	151,546
Leeward Community College	45	188	81,255
Manoa Valley Theatre (formerly HPAC)	6	107	15,285
The Starving Artists' Theatre Company	11	197	35,200
Adults	5	72	5,200
Children	6	125	30,000
U.S. Army Support Command, total	140	164	123,971
Army Community Theatre	4	28	12,348
Soldier bands and jam sessions	54	54	24,040
DOD/USO touring shows, showmobile activities, and special events	82	82	87,583
University of Hawaii at Manoa	16	116	40,795
Kennedy Theater	12	72	21,140
Other locations	4	44	19,655
Windward Theater Guild	3	24	1,800

1/ Excludes two motion picture productions, one shown 5 times on Channel 20 and the other shown 4 times on Channel 20.

Source: DBED mail and telephone survey.

Table 5
HONOLULU SYMPHONY ORCHESTRA:
1978-1979 TO 1988-1989

Season	Average number of orchestra personnel	Number of performances	Total attendance	Operating expenses (dollars)
1978-1979	75	118	192,413	2,398,020
1979-1980	75	122	186,135	2,189,172
1980-1981	80	107	155,622	2,211,082
1981-1982	80	109	168,900	2,627,293
1982-1983	80	142	204,193	2,817,196
1983-1984	80	133	194,600	2,562,500
1984-1985	80	120	167,500	2,966,700
1985-1986	80	137	208,370	3,053,257
1986-1987 1/	80	85	139,703	2,394,804
1987-1988	79	127	184,897	4,143,347
1988-1989	80	134	215,808	4,234,275

1/ Season shortened by musicians' strike, Aug. 8-Nov. 26, 1986.
Source: Honolulu Symphony Society, records.